

Report
on
Dissemination Workshop on BMS act, 2013
at the Divisional level in Bangladesh

July 2014 -January 2015



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Foreword

Following the innocent declaration of Government of the People's Republic of Bangladesh developed a code on marketing of breast milk substitutes in 1984, Ordinance no. (XXXIII), which was amended in 1990 to make compulsory registration of every brand of infant formula before marketing. The BMS code, 1984 ordinance was weak. In the inauguration ceremony of WBW 2010, the honorable Prime Minister Sheikh Hasina declared to take necessary steps for amendment and implementation of Breast Milk Substitute Act, 1984. Government along with BBF, Civil Societies and UN organizations has developed a new law which is adaptation of international law. The law titled "Breast-milk Substitutes, Infant Foods, Commercially Manufactured Complementary Foods and the Accessories Thereof (Regulation of Marketing), act 2013 was published on the 22th September, 2013 was published as Gazette to control unethical promotion of BMS. In order to implement the law country wide, it is necessary to disseminate among the IYCF stakeholders.

We are thankful to IBFAN ASIA (South Asia) for their support for the dissemination workshops on BMS code in Bangladesh.

Our deepest gratitude goes to Secretary, Ministry of Health and Family Welfare (MOH&FW) and Director, Institute of Public Health Nutrition (IPHN) & Line Director, National Nutrition Service (NNS) for their kind support to all BMS act relevant activities.

We are also thankful to the WHO Bangladesh for their partial support. Our special gratefulness to the MOH&FW, DGHS, DGFP, Institute of Public Health Nutrition, Institute of Public Health and BOT members for their assistance and contribution.

Our special gratitude goes to all the Divisional Director (Health), Divisional Commissioners, Deputy Commissioners and the staffs of Divisional Office for their cooperation. We are also grateful to the participants who were joined from the district and upazila level. Finally, we appreciate the hard work of the staffs of BBF to complete all activities successfully.

Dr. S K Roy
Chairperson
Bangladesh breastfeeding Foundation

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List of Abbreviation:

ANC	Ante Natal Care
BBF	Bangladesh Breastfeeding Foundation
BFHI	Baby Friendly Hospital Initiative
BIRDEM	Bangladesh Institute of Research and for Rehabilitation for Diabetes, Endocrine and Metabolic Disorders
BRAC	Bangladesh Rural Action Committee
BSMMU	Bangabandhu Sheikh Mujib Medical University
CMCH	Chittagong Medical College Hospital
CWCH	Centre for Woman and Child Health
DGFP	Director General of Family Planning
DGHS	Director General of Health Service
FAO	Food and agriculture organization
GAIN	Global Alliance for Improved Nutrition
IBFAN	International Baby Food Action Network
ICDDR	International Centre for Diarrhoeal Disease Research, Bangladesh
ICMH	Institute of Child & Mother Health
IPA	Indian Pediatric Association
IPH	Institute of Public Health
IPHN	Institute of Public Health Nutrition
MDG	Millennium Development Goal
MOH&FW	Ministry of Health & Family Welfare
MSG	Mother Support Group
NFPCSP	National Food Policy Capacity Strengthening Programme
PNC	Post Natal Care
RCHCIB	Revitalization of Community Health Care Initiatives in Bangladesh
RMCH	Rajshahi Medical College Hospital
RUTF	Ready to Use Therapeutic Food
SAM	Severe Acute Malnutrition
SHSMC	Shaheed Suhrawardy Medical College
UNDP	United Nations Development Programme
UNICEF	United Nations International Children's Emergency Fund
WBCi	World Breastfeeding Cost Initiative
WHO	World Health Organization

Dissemination of BMS act-2013 2013 in Seven Divisions of Bangladesh

Background:

To control unethical promotion of Breast-milk Substitutes (BMS), Government of Bangladesh published a law titled “Breast-milk Substitutes, Infant Foods, Commercially Manufactured Complementary Foods and the Accessories Thereof (Regulation of Marketing), act 2013.” To implement the law it is very important to disseminate the law. Civil surgeon, UH&FPO, law enforcement agencies should aware about the new BMS act-2013 as they are responsible to implement the law country wide. Institute of Public Health Nutrition (IPHN) and Bangladesh Breastfeeding Foundation (BBF) with the support of WHO Bangladesh, IFBAN ASIA, SAFANSI planned to disseminate the new BMS act, 2013 at divisional level by organizing divisional workshops in 7 divisions of Bangladesh. In the meantime, twelve divisional level workshops have been organized in Khulna, Chittagong, Rajshahi, Barisal, Rangpur ,Sylhet , and in Dhaka Division.

Objective of the workshops:

Objective of the workshop was to disseminate the law among the high government officials of divisional level as the law will be implemented by them.

Procedure:

Bangladesh Breastfeeding Foundation send letter to IPHN for organizing divisional workshops collaborated with IPHN and DGHS. After getting approval from the DGHS, a letter was sent to the Divisional Directors (Health) of seven divisions for organizing two workshops on “Dissemination of BMS act 2013”. Then BBF contract with the Divisional Directors (Health). With the permission of Divisional Directors (Health), Divisional Senior Health Education Officer or Assistant Chief of MIS were coordinated the workshops.

Participants:

Civil surgeons are responsible for implement all the health relevant activities in a districts and UH&FPOs are responsible for the Upazila. That is why they should have clear knowledge on BMS act. In the divisional workshop all Civil Surgeons were invited as they can implement the Law in their respective districts. Police, Magistrate are empowered for law enforcement. Therefore Divisional commissioner, district commissioner, magistrates, police were invited as they can implement the law. We also invite the representatives of local, national and international NGOs who are working with IYCF as they can implement this law

through their activities. Media personnel were invited as they can keep role for creating awareness among mass people. To serve the purpose of the workshop following personnel were invited as participants.

	Workshop 1		Workshop 2
1.	Civil Surgeon of all districts	1.	UH&FPO from 2-3 upazila of each districts
2.	Magistrates	2.	Magistrates
3.	Representative of the CAB	3.	Renowned Pediatricians
4.	Representatives of the Medical professional society (BPAMPA, BPA,BMA,BNS, OGSB)	4.	Renowned Gynecologists
5.	Representatives of Local/National /International NGO and UN organization	5.	Representatives of Local/ National/International NGO s.
6.	Renowned Pediatricians	6.	Secretary of the Press Club
7.	Renowned Gynecologists	7.	Journalist/Reporter of Local and national newspapers and Television Channels
8.	Development partners		
9.	President of the Press Club		
10.	Journalist/Reporter of Local and national newspapers and Television Channels		

Following Personnel were invited as resource person:

1.	Divisional Director (Health)	Chairperson
2.	Divisional Commissioner/ Additional Divisional Commissioner	Chief guest
3.	Divisional Director of Family Planning/ Additional Divisional Commissioner	Chief guest/ Special guest
4.	Deputy Director (Health)/Asst. Director (Health)	Special guest
5.	Deputy Commissioner	Special guest
6.	Director/Superintendent of the government hospital of the respective area	Guest of Honor
7.	Principle of the Medical colleges of the respective area	Guest of Honor

Divisional workshop in Khulna Division:

Khulna Division : 1st Workshop:

First Divisional workshop was held on 27th September, 2014 at the Divisional Commissioner Office. Mr. Ashok Kumar Biswas, Additional Divisional Commissioner of Khulna Division was the chief guest and Dr. Md. Shah Nawaz, Director IPHN and Line Director NNS was present as special guest. The workshop was chaired by Dr. Mamun Parvez, Divisional Director (Health) of Khulna. Dr. S. K. Roy, senior scientist and the Chairperson of BBF was present as the keynote speaker. All Civil surgeons of the districts under Khulna division, journalist, photographers, representatives of local NGO, superintendents, head of the Pediatrics and Gynecology. Department of the medical colleges were participated.

Opening session and Key note presentation: Welcome speech was delivered by Dr. Md. Yasin Ali Sardar, Civil Surgeon, Khulna Division. After self introduction session the main program was started. Dr. S. K. Roy delivered a presentation on the history and goal of BBF. He said that BBF has lunched formally in 1989. The single goal is to significantly lower the morbidity and mortality of the children through protection, promotion & support of breastfeeding and optimal IYCF practices and ensure optimum maternal nutrition in Bangladesh. He mentioned that in the inauguration ceremony of WBW 2010, the honorable Prime Minister Seikh Hasina declared to take necessary steps for amendment and implementation of BMS Act, 1984. After that MOH&FW, collaboration with IPHN, BBF and civil societies had taken initiatives to make a stronger law to regulate marketing of BMS. Finally, the law has been published on 22th September. 2014. Dr. S K Roy described all the clauses of BMS act 2013. He mentioned that no person can publish any advertisement of breastmilk substitutes, infant food, commercially manufactured complementary food and the accessories thereof. To promote these designated products no person can offer or give any gift, discount coupon or free products. He mentioned that if anyone contravenes any provision of this act he/she shall be punished with imprisonment which may extent to maximum three years or with fine which may extent to maximum BDT 500000 (five laces) or with both.

Ms. Kaniz Ferdouse, Program Manager, BBF, delivered a presentation on the violation of BMS Act 2013. She said that Nestle Bangladesh, FASSKA, Abul Khayer Consumer Products Limited, Jess International gave money for displaying products in the shops. BMS companies are offering gifts (Pen, Pad, calendars, Cosmetics, cookeries etc.) to the doctors, nurse and health workers to suggest their products.

Open discussion: Participants were asked questions about different clauses of BMS act, 2013. Dr. Md. Shah Nawaz, and Dr. S. K. Roy clarified the answer of the questions.

Question-1: “If Mother is dead or HIV infected, what will be the food for infant?” Dr. Md. Azizul Islam, Civil Surgeon of Chuadanga asked.

Answer: “In some special cases, Indian Pediatric Association suggests cow’s milk to feed the infant. Infant be fed that milk with bowl and spoon instead of bottle and nipple. After six months the infant should be introduced with homemade complimentary food”-Dr. SK Roy answered.

Question-2: “BMS manufacturing companies’ are violating the law by promoting their products through social media such as in facebook, did any kind of step has been taken against it?”- Mr. Faruque Ahmed, President of Khulna Press club asked.

Answer: “Abul Khayer promoted their products through facebook page. Then a letter was sent on behalf of BBF and IPHN, to remove that advertisement from facebook. After that they have removed those advertisements” Kaniz Ferdouse, Program Manager said.

Question-3 “Some health professionals are violating BMS act, 2013 by promoting BMS products. Who will be the authorized person to take actions against them?”- Dr. Md Mustafizur Rahman, Civil Surgeon, Kushtia.

Answer: “It has been already clarified in the rule, about the authorized person to implement the law.”-Dr. SK Roy answered.

Dr. Md. Shah Nawaz had emphasized on the importance of Breastfeeding. He said that, in the Holy-Quran, the almighty Allah asked the mothers to breastfeed their child upto two years of age. He said that the rule will be finalized very soon. After that law enforcement will be easier. He requested all to cooperate for implementation of the law.

Closing session: Mr. Ashok Kumar Biswas explained the history of BMS in the world. Then he informed the hazards of BMS and benefits of breastfeeding. He encouraged the mothers to breastfeed their children through his speech. Dr. Mamun Parvez, also spoke about the benefits of breastfeeding. He mentioned that we should support the mothers by creating mother support group (MSG).



Dr. S. K. Roy said that “to combat with child malnutrition, there is no alternative of ensuring breastfeeding and appropriate homemade complementary feeding.” He said that BMS manufacturing companies are importing their products for commercial purpose and promoting them by attractive advertisement. However, those are very dangerous for infants and young child’s health. To control the Marketing of BMS, Bangladesh Government had passed the new BMS Act, 2013. He said that IYCF activities are playing an important role to prevent child mortality to achieve MDG 4. To ensure enough milk, mother should have proper nutrition and need to breastfeed in correct “Position and Attachment”.

All participants filled up a commitment sheet which was about the recommendations needed to implement BMS act 2013. The program was closed by the closing remarks delivered by Dr. Mamun Parvez, Divisional Director (Health), Khulna. He highly appreciated the organizer and requested to organize workshops on BMS act, 2013 in the district level.

Khulna Division : 2nd Workshop:

Second Divisional workshop on “Dissemination of BMS act-2013-2013” was held on 28th September, 2014 at the conference room of School Health Clinic, Khulna. The chairperson of the program was Dr. Mamun Parvez, Divisional Director (Health) of Khulna. Dr. Md. Abdul Ali, Deputy Director (Health), Khulna and Dr. Md. Yasin Ali Sardar, Civil Surgeon, Khulna were the special guests. Dr. S K Roy, Senior Scientist & Chairperson, BBF was the key note presenter. Two Upazila Health and Family Planning Officers (UH&FPO) from each districts of Khulna division, press club secretary, journalists, representative from Divisional Office and Civil Surgeon office were participated on the workshop.



Picture: Participants of Divisional workshop in Khulna on 28th September, 2014

Opening session and Key note presentation: The Chairperson Dr. Mamun Parvez welcomed all and delivered the welcome speech. After self-introduction session Dr. S.K. Roy delivered a presentation on the history and goal of BBF. After that he described the clauses of BMS act, 2013. Ms. Kaniz Ferdous, Program Manager, BBF delivered presentation on the violation of BMS Act, 2013.

Open discussion: After the presentations there was an open discussion session. Dr. S K Roy and Dr. Mamun Parvez responded the question answers.

Question-1: “What can be done for the working mothers to lactate their children?”- Dr. Sushanto Kumar Roy, UH&FPO of Botiaghata, asked.

Answer: “For working mothers, lactation corners or breastfeeding corners should be established in each office as well as in all public places. There should be provision

for maternal leave for six months in the working places. In hospitals, health workers, traditional birth attendants need to be trained for counseling the mothers for breastfeeding.” -Dr. Mamun Parvez answered.

Question-2: “BMS manufacturing companies are displaying their products in the shops. They are hiring shelves and named as “Nutrition Hygiene Corner”. What kind of actions should be taken against displaying those products in the shops?”- S.M. Zahid Hossain, Secretary of Khulna Press club asked.

Answer: “It has been clearly mentioned in the BMS act 2013, clause (4) that no one can promote BMS products by manufacturing, distribution or displaying the products in the shops, health service centers or pharmacies”- Dr. S K Roy answered.

Question-3: “If Mother is dead or sick then what will be the food for infant?”- S. M. Zahid Hossain, Secretary, Khulna Press Club asked.

Answer: “For some special cases, Indian pediatric association suggested to feed cow’s milk to the infant. There is a term called “humanization of cow’s milk”. That means cow’s milk should be diluted with water and sugar will be added. The infant should be fed that milk with bowl and spoon. After six months of age the infant should be introduced with homemade complimentary foods.”- Dr. S K Roy answered.

Closing session: Special guest Dr. Md. Abdul Ali said that BMS is harmful for baby’s health. He suggested boycotting BMS products. He informed the benefits of breastfeeding. He also said that, family members should take initiative to ensure breastfeeding just after birth. He also said that, if we can control marketing of BMS by enforcing this law, it will be easier to ensure proper IYCF. Law enforcement is necessary but Public awareness on breastfeeding is more important.

Dr. Md. Yasin Ali Sardar, mothers should be encouraged for early initiation of breastfeeding, exclusive breastfeeding and appropriate home-made complimentary feeding. About 6% child mortality can be prevented by proper feeding practice. Dr. S.K. Roy requested the health professionals to take active part in implementation of BMS Act, 2013.

Dr. Mamun Parvez, requested the health professionals, religious leaders, social and political leaders to create awareness about importance of Breastfeeding. He said that, the law should be disseminated in the divisional and district level. Awareness program should be organized at the grass root level. He requested to the journalists to cooperate the government for implementing the BMS act, 2013. He requested to the organizer to disseminate the law in district level and to cooperate in

implementation of BMS act, 2013. After the Question answer session all participants filled up a commitment sheet where they wrote their commitments and recommendations for implementing the BMS act-2013.

Commitment of the participants of two workshops in Khulna division:

A commitment sheet was given to each participant for writing their commitments to implement the law in their respective area. Summary of their commitment are showing in the figure 1.

About 35.3% participants committed to aware people about breastfeeding and complementary feeding and hazards of Breastfeeding. About 27.1% participants committed to create awareness along with law enforcement and 20.8% participants committed to counsel the mothers.

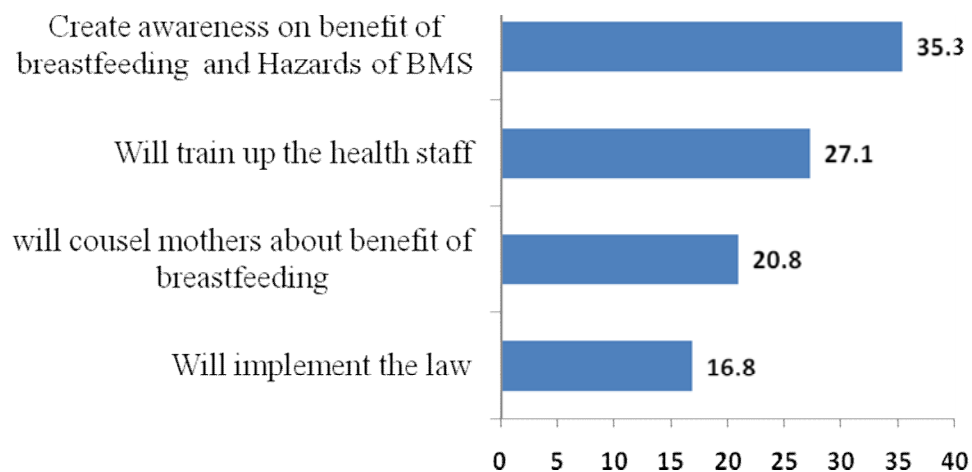


Figure 1: Participant's commitment to implement the BMS Act, 2013 in Khulna

Recommendations from the participants:

1. BMS act-2013 should be disseminated in district and upazila level.
2. Necessary actions should be taken against the violations.
3. Workshops should be organized for mothers to aware them about the hazards of BMS.
4. BMS act, 2013 should be disseminated among religious and political leaders so that they can aware people about BMS act, 2013.

Outcome of the Workshops in Khulna:

Government high officials i.e. Divisional Commissioner, Additional Divisional Commissioner, Deputy Commissioner became aware about BMS act, 2013 and committed to implement the law in Khulna division. Divisional director committed to give support for disseminate and implement the law in Khulna Division. Civil surgeons are the key person for implementing all health issues in a district. Civil surgeons from all district of the Khulna division were participated and became aware about the new law. They also gave commitment to implement the law in their respective areas.

UH&FPOs were participated from the upazila level and became aware about the BMS act, 2013. They were committed to play positive role to implement the law in their respective area. Media personnel and development partners also became aware of about this law. They committed to play positive role to create awareness among the people in their respective area.

Dissemination workshops in Chittagong Division:

Two Divisional workshops on BMS act, 2013 were held in Chittagong Division from 13-14th October, 2014.

Chittagong Division : 1st Workshop:

In Chittagong, first Divisional Workshop on “Dissemination of BMS Act -2013” was held on 13th October, 2014 at the conference room of Divisional Director (Health) Office. Muhammad Abdullah, Divisional Commissioner, Chittagong was present as Chief Guest. Mr. Shankar Ranjan Saha, Director, Local Government Department, Kazi Md. Shafiul Alam, Director Family Planning and Dr. Md. Shah Nawaz, Director IPHN & Line Director NNS, were present as special guests.



Picture: Participants of Divisional workshop in Chittagong on 13th October, 2014

Dr. S. K. Roy, senior scientist and Chairperson, BBF was the keynote speaker. Program was chaired by Dr. Alauddin Mazumder, Divisional Director (Health) Chittagong. The program was moderated by Dr. Salahuddin Mahmood, Assistant Director (Health) Chittagong. All the Civil Surgeons of Chittagong division, Chief Health Officer, Chittagong City Corporation, Magistrates from Deputy Commissioner’s office, Head of Gynae and Obs. and Head of Pediatrics from Chittagong Medical College Hospital (CMCH), Secretary, Chittagong press club, representatives of local NGO, Senior Health Education officer, Chittagong district had participated in this workshop.

Opening session and Keynote presentation: Welcome speech was delivered by Dr. Alauddin Mazumder, Divisional Director (Health) Chittagong. Dr. S. K. Roy had delivered presentation on the history and objectives of BBF and BMS Act 2013. He also delivered a presentation on the violation of BMS act 2013. In his presentation he emphasized on the strength of the new law. He said that according to this law giving financial support or gifts to any health professional for promoting BMS is restricted according to this law.

Open discussion: Open discussion session was moderated by Dr. S K Roy. He responded the questions of the participants.

Question-1: Prof. Shahana Chowdhury, Head of the Gynae and Obs. Department of CMCH asked, "What can we do to implement BMS act, 2013?"

Answer: Dr. S K Roy said that we have to aware people about the law. Everybody will be taken under the law. Criminals should be punished under the law.

Question-2: Md. Shahidul Islam, President of Chittagong Press Club asked, "How to stop abusing the process of the law?"

Answer: Muhammad Abdullah, Divisional Commissioner, Chittagong said that we have to disseminate this law among every level and aware people and take necessary actions to implement this law.

Question-3: Rafique Ahmed, CEO, Momota, Representative asked, "How working mother will lactate their children?"

Answer: Dr. Roy answered that there should be arrangement for crech/lactating corner in every office as well as in the public places. Provision for maternal leave for six months should be mandatory. Counseling should be done among mothers about breastfeeding during Antenatal Care (ANC) by the health workers (FWA), traditional birth attendant. Mother support group should be formed in every area in order to reduce use of BMS product.

Question -4:"In hospitals some health professionals, midwives and hospital staffs are promoting BMS products, in that case who will be the authorized person to take actions against them?"- Prof. Dr. Pronob Kumar Chowdhury, Head of the Department of Pediatrics, CMCH asked.

Answer: It has been already clarified in rules of the BMS act, about the authorized person to implement the law- Dr. Roy said.

Question -5: Tamim Al Yiameen, Magistrate, DC office, Chittagong asked about the role of mobile court to implement the BMS act, 2013.

Answer: Dr. S K Roy said that after publishing the rule, mobile court can precede cases under the mobile court law.

Closing Session: Mr. Shankar Ranjan Saha, Director, LGD, said that BMS act, 2013 should be disseminated in the division, district and upazila level. He requested Dr. S K Roy to send a letter to the secretary of LGD for taking necessary actions on implementation of BMS act, 2013 in Chittagong Division. He also suggested conducting a monthly meeting on BMS act, 2013 in city corporation, district and upazila office. He suggested organizing more awareness programs on BMS Act in order to aware the people.

Director family planning, Kazi Md. Shafiul Alam said that they have been working for both family planning and maternal and child nutrition. He emphasized on establishment of maternal leave in every office to ensure breastfeeding. Adhir Ranjan Das, Deputy Director (Health) discussed about the hazardous effect of BMS on infant and young child's health. He requested to the health professionals to promote breastfeeding by counseling mothers during antenatal period.

In the closing session, Dr. Alauddin Mazumder, Divisional Director (Health) requested all the participants to cooperate the government for implementation of BMS act, 2013. He recommended establishing waiting room/ breastfeeding corners in every office as well as in the public places so that mothers can breastfeed their babies. He requested to the participants to boycott BMS.

Chief Guest, Muhammad Abdullah, Divisional Commissioner said that implementation of BMS act is a great challenge. Combined approach from all sectors is needed to implement the law. He committed to take necessary actions to implement the BMS act, 2013 in Chittagong.

Chittagong Division : 2nd Workshop:

Opening session and Keynote presentation: The Second divisional workshop on dissemination of BMS Act, 2013 was held on 14th October, 2014 in the conference room of Divisional Director's (Health) Office. The Chief Guest of the workshop was Md. Khalilur Rahman, Additional Divisional Commissioner of Chittagong Division. The special guests of the workshop were Dr. Adhir Ranjan Das, Deputy Director (Health) Chittagong. Dr. S. K. Roy, senior scientist and Chairperson, BBF was the keynote speaker. Program was chaired by Dr. Alauddin Mazumder, Divisional Director (Health), Chittagong. The workshop was moderated by Dr. Salahuddin Mahmood, Assistant Director (Health) Chittagong. Welcome speech was delivered by Dr. Alauddin Mazumder, Divisional Director (Health) Chittagong.

Dr. S. K. Roy had delivered presentation on the History and objectives of BBF. After that he described the clauses of the BMS Act, 2013. He had also delivered a presentation on the violation of BMS Act, 2013. After the presentations there was an open discussion session. Dr. S K Roy answered the questions asked by the participants during this session.

Open discussion:

Question-1: "Now Ready to use Therapeutic food (RUTF) are using in the hospitals. RUTF are exported for children with severe acute malnutrition (SAM), but some doctors and health workers are recommending those foods for normal children. According to the BMS act-2013 is RUTF restricted for the children?" -Dr. Hakhing Sen Shome, Medical Officer and representative of the UH&FPO, Bandarban Sadar Upazila asked.

Answer: "RUTF is only applicable for the children with SAM. According to BMS act-2013, any commercially manufactured food other than homemade complimentary foods as well as RUTF is restricted for other children. Babies should be exclusively breastfed upto six months of age and continue upto two years along with homemade complimentary foods." -Dr. S K Roy answered.

Question-2: Robin Chowdhury, Reporter, the Daily Azadi asked "What will be the role of Mobile court to implement the law?"

Answer: "After finalization of the rule mobile court can implement the law. Detailed procedure will be found in the rule. However, according to the law, magistrates can take actions if any offence has been occurred in front of him."

-Dr. S. K. Roy answered.

Question-3: “For regulation of BMS marketing which steps are taken against BMS manufacturing companies?”-Dr. Md. Nizamuddin, UH&FPO of Komolnagar asked.

Answer: “It has been mentioned in the clause (5) of the BMS Act, 2013 that BMS manufacturing companies should have registration for their products. Without registration any BMS manufacturing companies cannot import, manufacture, distribute or sell their products.”- Dr. S K Roy answered.



Closing session: The Chief Guest, Md. Khalilur Rahman, Additional Divisional Commissioner, Chittagong thanked to Dr. S.K. Roy for his presentation. He said that dissemination of BMS act-2013 should begin from divisional level and should be carried out in district, upazila and union level of the country. He suggested including health professionals and administration to work together for implementation of the law. He discussed about the importance of mobile court to control unethical promotion of BMS. He ordered to the district magistrate to look after the overall law enforcement in Chittagong Division.

Special guest Dr. Adhir Ranjan Das, Deputy Director (Health) he had given importance on Breastfeeding and complimentary feeding instead of using BMS. He discussed about the benefits of breastfeeding. He said that counseling the mothers on breastfeeding can prevent usage of BMS and promote breastfeeding.

Dr. S. K. Roy, senior scientist and Chairperson, BBF Dr. S K Roy said that the objective of this workshop is aware the government high officials about BMS Act. He informed that BMS manufacturing companies are importing their products for commercial purpose which may cause of child’s death. He requested the health

professionals and the law enforcement agencies to implement the law in their respective areas. All participants filled up a commitment sheet which was about the recommendations needed to implement the new BMS Act.

In closing speech, Dr. Alauddin Mazumder, Divisional Director (Health), it is very important to know about BMS act, 2013 and to disseminate this law among people. He said that more the people will be aware, implementation of BMS Act will be easier. He requested all to take active part in implementation of BMS Act.

Commitment of the participants of the two workshops in Chittagong Division:

After completion of the workshop all participants fill up a commitment sheet. About 43.7% participants committed to aware people about breastfeeding and complementary feeding. About 37.2% participants committed to create awareness along with law enforcement. Media personnel committed to aware people about hazards of BMS through media.

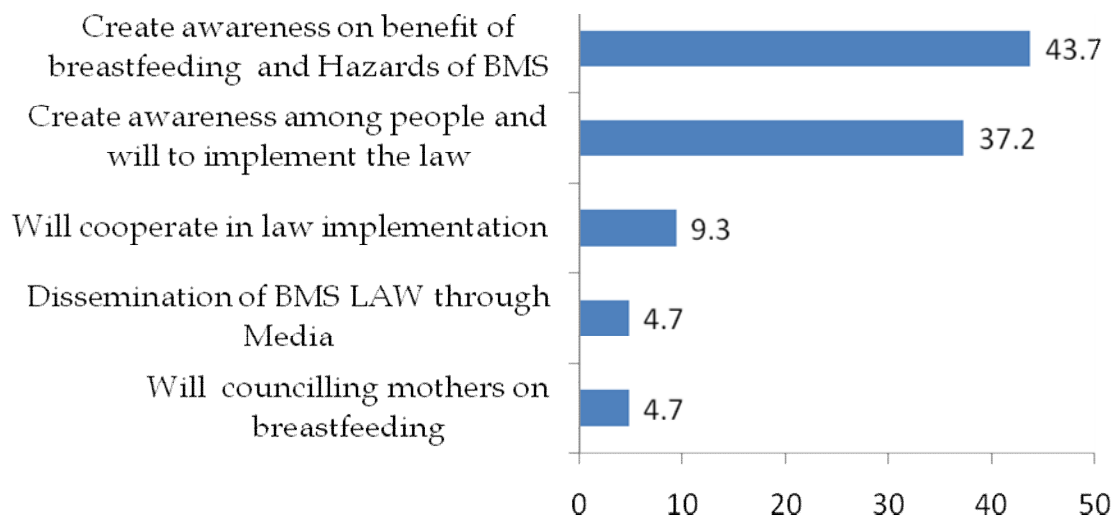


Figure 2: Participant’s commitment to implement the BMS Act, 2013 in Chittagong

Recommendations from the participants:

- 1) Divisional Commissioner recommended organizing dissemination of BMS act-2013 in division, district and upazila levels.
- 2) Need to spread the BMS act, 2013 quickly among people by campaign on BMS act.
- 3) Need to include this BMS act, 2013 in the Mobile court law, 2009.
- 4) Should be included this BMS act, 2013 in the Criminal procedure, 1896.
- 5) Counseling should be done to the pregnant mother about hazard of BMS product and benefits of breastfeeding.
- 6) BMS act should be disseminated through the electronic and print media. Besides that documentary on hazards of BMS, benefits of breastfeeding and complimentary feeding should be made to build awareness among people. BMS act will be effective if people become aware about it.
- 7) Benefits of breastfeeding and complimentary feeding should be included in the textbook.

Outcome of the Workshops:

Divisional Commissioner, Additional Divisional Commissioner, Deputy Commissioner became aware about BMS act and committed to implement the law in Chittagong division. Divisional Director (Health) requested all the participants to cooperate for implementation of BMS act. Divisional director committed to give support for dissemination and implementation of the law in the Chittagong Division.

Civil surgeons are the key person for all health issues in a district. Civil surgeons from all district of the Khulna division were participated and became aware about law. UH&FPOs were participated from upazila level and became aware about this law. They committed to play positive role to implement the law in their respective area. Media personnel and development partners also became aware about this law. They committed to play role to create awareness among the people in their respective area.

Dissemination workshops in Rajshahi Division:

Two Divisional workshops were held in Rajshahi Division on BMS act, 2013 from 10-11th November, 2014.

Rajshahi Division : 1st Workshop:

First Divisional workshop was held on 10th November, 2014 at the Conference room of Divisional Commissioner's Office. Mr. Helal Uddin Ahmed, Divisional Commissioner of Rajshahi Division was the chief guest. Dr. Ferdoushi Azmol, Additional Director, Dr. Md. Anisur Rahamn Additional Director (Admin), Dr. Md. Skander Ali, Additional Director (Dental), Brigadier General AKM Nasiruddin, Director, Rajshahi Medical College (RMCH) were present as special guest. The workshop was chaired by Dr. Hedayetul Islam, Divisional Director (Health) of Rajshahi Dr. S. K. Roy, senior scientist and the Chairperson of BBF was present as the keynote presenter. All Civil surgeons of the districts under Rajshahi division, journalist, photographers and representatives of the local NGO, head of the Pediatrics and Gynae and obs. department of the medical colleges were participated. Seikh Mohammad Masudul Haque, Asst. Chief, MIS was the moderator.



Picture: Dignitaries and participants in Divisional workshop at Rajshahi

Opening session and Key note presentation:

Welcome speech was delivered by Dr. Md. Abdus Sobhan, Civil Surgeon, Rajshahi. He said that "to regulate unethical promotion of BMS a new law has been published on 22th September, 2013. To implement the new law everyone should be aware about it. Today we can learn the clauses of the law and how it can be implemented."

After self introduction session the main program was started with a presentation on the history of BBF, delivered by Dr. S K Roy. In his presentation he explained that, the goal of BBF is to significantly lower the morbidity and mortality of the children through protection, promotion & support of breastfeeding and optimal IYCF practices and ensure optimum maternal nutrition in Bangladesh. He said that, IYCF activities are playing an important role to prevent child mortality to achieve MDG 4. To ensure enough milk, mother should have proper nutrition and need to breastfeed in correct "Position and Attachment".

Dr. S K Roy said that BMS manufacturing companies are importing their products for commercial purpose and promoting them by attractive advertisement. However, those are very dangerous for infants and young child's health. He mentioned that according to the declaration of the honorable Prime Minister Sheikh Hasina, on WBW 2010, MOH&FW collaboration with IPHN, BBF and civil societies had taken steps for preparing a stronger law to regulate marketing of BMS. The law has been published on 22th September, 2014 and appreciated in many countries of the world.

After that Dr. S K Roy described all the clauses of BMS act, 2013 in his presentation. He mentioned that no person can publish any advertisement of breastmilk substitutes, infant food, commercially manufactured complementary food or any accessories thereof. To promote these designated products no person can offer or give any gift, discount coupon or free products. He mentioned that if anyone contravenes any provision of this act, he/she shall be punished with imprisonment which may extent to maximum three years or with fine which may extent to maximum BDT 5,00,000 (five lacs) or with both. He also informed that according to the law if anyone commits an offence punishable under this act, for second time or again and again, shall repeatedly be liable to be sentenced with double term of punishment for such offence.

Ms. Kaniz Ferdouse, Program Manager, BBF, delivered a presentation on the violation of BMS Act 2013. She said that almost 65 products of Nestle Bangladesh, FASSKA, Abul Khayer Consumer Products Limited, Jess International, Baby Nutrition Care has been found in the Market. It was observed that representatives of BMS companies has given money (200-700) for displaying products, different types of gifts (Pen, Pad, calendars, Cosmetics, cookerries etc.), discount coupon to the shopkeepers, doctors, nurse and health workers for promoting their products. They also distribute leaflets of their products in front of the Upazila Health Complex and Vaccination centre.

Open discussion:

Participants asked some questions on different clauses of the BMS Act, 2013. Dr. Hedayetul Islam and Dr. S K Roy responded to the questions.

Question-1: Himangshu Karmokar, University Research Coordinator, LLC, Rajshahi asked, "If the mother is dead, then what will be the food for the baby?"

Answer: If the mother is dead, then it has been suggested to feed the baby by fostering mother or wet nurse. If there is no provision for that, according to recommendation of IPA (Indian Pediatric Association) cow's milk can be fed to the infant. At first, milk should be boiled properly and half diluted with water and some amount of sugar should be added with it. This is known as humanization of cow's milk. The baby should be fed milk along with cup and spoon instead of bottle.

- Dr. S K Roy explained.

Question -2: Dr. Afzal Hossain, Civil Surgeon, Bogra said that "In case of insufficient breastmilk what can be done to increase the amount of breastmilk?"

Answer: "Mother should drink plenty of water before lactation. Lactating mothers need more mental support. If the mother is physically and mentally stable then she would be able to produce sufficient amount of breastmilk. Therefore, family support is very important during lactation period. In that case Doctors should play important role by counseling the mother as along with family members. ."-Dr. S K Roy answered.

Question -3: "Will any BMS manufacturing company be eligible for selling products after taking registration form IPHN?"- Dr. Tahsin Begum, Civil Surgeon, Pabna asked.

Answer: "Manufacturing companies cannot sell any BMS product without registration from the director of IPHN. To get registration of the Breastmilk substitutes or commercial baby food, each manufacturing company should apply to the Director, IPHN according to the law. After taking registration, company will be eligible for selling the product but they cannot give any advertisement."-Dr. S K Roy clarified.

Question-4: "Some time mothers cannot produce milk. Then what they will do?"- Md. Azizul Islam, Rajshahi Correspondents, BTV asked.

Answer: “A mother is able to breastfeed at least two babies at a time. If a mother breastfeed in correct position and attachment, baby will get enough milk.”-Dr. S K Roy answered.

Closing session:

Prof. Dr. Asgor Hossain, Asst. Professor, RMCH said, “Some time doctors suggest BMS due to conflict of interest. Nurses do not have knowledge on correct “Position & Attachment”. They do not know the law. Medical personnel should be informed about the BMS act, 2013. All health staff should know the right way of breastfeeding.

Special guests Brigadier General A K M Nasir Uddin thanked the organizer and Dr. S K Roy for clarifying the law. He committed that he will order to his staffs not to suggest BMS to the babies.

Chief Guest Mr. Helal Uddin Ahmed, Divisional Commissioner of Rajshahi Division informed that already he has given instruction to all the deputy commissioners of Rajshahi Division to implement the law in their district. He is committed to implement the law in Rajshahi Division.

Closing session:

Dr. Hedayetul Islam, Divisional Director (Health), Rajshahi highly appreciated the organizer and requested to organize workshops on BMS act, 2013 in the district level. He requested the Civil Surgeon to activate the monitoring committees and actively monitor the BMS code violation in their respective area. He ordered the Civil Surgeons to submit a monthly monitoring report to the Divisional office and IPHN. He requested all participants to cooperate with government for implementing this law. All participants filled up a commitment sheet which was about the recommendations needed to implement BMS act, 2013.

Rajshahi Division : 2nd Workshop:

Second divisional workshop was held on 11th November, 2014 at the Conference room of Divisional Commissioner's Office. S M Zahedul Karim, Divisional Director, Family Planning of Rajshahi Division was the Chief Guest. Prof. Dr. Mobiul Haque Haidary, Professor of pediatrics, Islami Bank hospital was present as special guest. The workshop was chaired by Dr. Md. Hedayetul Islam, Divisional Director (Health) of Rajshahi. Dr. S. K. Roy, senior scientist and the Chairperson of BBF was the keynote presenter. All Civil surgeons of the districts under Rajshahi division, journalist, photographers and representatives of the local NGO, departmental head of Pediatrics and Gynae and obs. of the medical colleges were participated.

Opening session and Key note presentation:

Welcome speech was delivered by the Senior Health Education Officer, Mrs. Sharifa Begum. After self introduction session the main program was started. Dr. S. K. Roy delivered a presentation on the history and goal of BBF.

He described all the clauses of BMS act, 2013. He mentioned that no person can publish any advertisement of breast milk substitutes, infant food, commercially manufactured complementary food or any accessories thereof. To promote these designated products no person can offer or give any gift, discount coupon or free products. He mentioned that if anyone contravenes any provision of this act he/she shall be punished with imprisonment which may extent to maximum three years or with fine which may extent to maximum BDT 5,00,000 (five lacs) or with both. He also informed that according to the law, if anyone commits an offence punishable under this act, for second time or again and again, shall repeatedly be liable to be sentenced with double term of punishment for such offence.

Ms. Kaniz Ferdouse, Program Manager, BBF, delivered a presentation on the violation of BMS Act 2013. She said that almost 65 products of Nestle Bangladesh, FASSKA, Abul Khayer Consumer Products Limited, Jess International, Baby Nutrition Care has been found in the Market. Companies gave money for displaying products in the shop. BMS companies offers different types of gifts (Pen, Pad, calendars, Cosmetics, cookerries etc.), discount coupon to the doctors, nurse and health workers to suggest their products. They also distribute leaflets of their products in front of Upazila Health Complex and Vaccination centre.



Picture: Dignitaries of the Divisional workshop at Rajshahi.

Open discussion:

Question-1: “If a doctor or health worker suggests BMS, will he get punishment as a health worker?” Prof. Dr. Mobiul Haque Haidary, Professor of pediatrics, Islami Bank hospital asked.

Answer: “This clause is not included in this law, but government has included it in the rule.” -Dr. SK Roy answered.

Question-2: “It has been observed that BMS products are displayed in the glossary shops. How we will prevent this?” -Dr. Md. Harun-or-Rashid, UH&FPO, Pabna Sadar asked.

Answer: “If any one displays BMS in the shop, you can take action with the help of law enforcement agencies.” -Dr. S K Roy answered.

Closing session:

Chief Guest, SM Zahedul Karim, Divisional Director, Family Planning of Rajshahi Division said that we have achieved our goal in Vitamin A campaign and EPI. If we work hard we can implement the law in the whole country. We all should work jointly to implement this law.

Dr. Hedayetul Islam, Divisional Director (Health), Rajshahi requested the UH&FPO to activate the monitoring committees and actively monitor the BMS code violation in their respective area. He also orders to submit a monthly monitoring report. He requested all participants to cooperate with government for implementing this law.

All participants filled up a commitment sheet which was about the recommendations needed to implement BMS act, 2013.

Commitment of the participants of the two workshops in Rajshahi Division:

All participants fill up commitment sheet. They wrote their commitment and suggestions for implementation of the BMS act, 2013 act. Following graph is showing that 45.8% participants committed to aware people about breastfeeding and complementary feeding. About 16.7% participants committed to create awareness along with law enforcement. Media personnel committed to aware people about hazards of BMS through media.

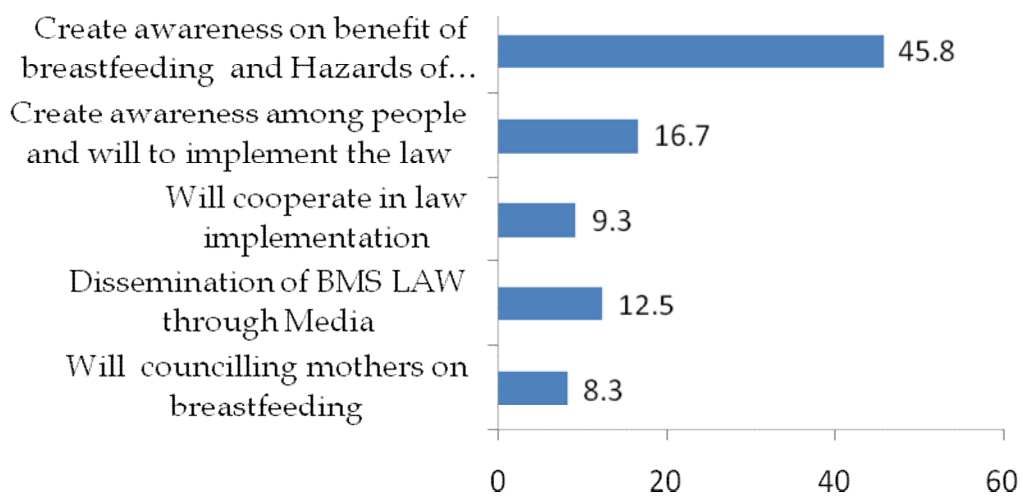


Figure 3: Participant’s commitment to implement the BMS Act, 2013 in Rajshahi

Recommendations from the participants:

- 1) Need to disseminate the BMS act, 2013 in the all districts and upazila of Rajshahi.
- 2) Need to spread the BMS act, 2013 quickly among the mass people by campaign.
- 3) Counseling should be done appropriately to the pregnant mother about hazard of BMS product and benefits of breastfeeding.
- 4) BMS act should be disseminated among all level of health professionals.
- 5) Benefits of breastfeeding and complimentary feeding should be included in the Medical Curriculum.
- 6) To implement the law media person should be involved.
- 7) More action should be taken against the violators of the BMS cat, 2013
- 8) Civil surgeons should contact the deputy commissioners of their own district and discuss about the BMS Act.
- 9) If there is insufficient breast milk, Doctors should counsel mothers to increase the amount of breast milk.
- 10) Counseling should be done among mothers about the benefits of breastfeeding, hazards of BMS at the community level.

Outcome of the Workshops:

Divisional Commissioner, Additional Divisional Commissioner, Deputy Commissioner and Divisional Director of Family Planning became aware about BMS act, 2013 and committed to implement the law in Rajshahi division. Divisional Director (Health) requested the Civil Surgeon to activate the activities of the monitoring committee. Divisional Commissioner orders to all the Deputy Commissioners to implement the law in the entire districts under the Rajshahi division. He committed to give support for dissemination and implementation of the law in the Chittagong division.

Civil Surgeons are the key person for all health issues in a district. They committed to play positive role to implement the law in their respective area. Media personnel and development partners also became aware of about this law. They committed to play role to create awareness among the people in their respective area.

Divisional Workshops in Barisal:

Barisal Division 1st Workshop:

Two divisional workshops were held in Barisal Division on Dissemination of BMS act-2013-2013.

First divisional workshop in Barisal: the workshop was held in 18.11.2014 in the conference room of Divisional health office Barisal. Chief Guest of the workshop was Md. Gaus, Divisional commissioner, Barisal. The workshop was chaired by Dr. Abdul Wahab Hawlader, Divisional Director (Health) Barisal. Dr. SK Roy, Chairperson, Bangladesh Breastfeeding Foundation. Special guests were Mr. Horiprasad Paul, Divisional Director Family Planning, Barisal, Mr. Shohidul Alam, Deputy Comissioner, Barisal, Dr. Sheikh A. Karim, Deputy Director, Divisional (Health) office, Barisal, Dr. ATM Mizanur Rahman, Civil surgeon, Barisal.



Picture: Divisional workshop on BMS act-2013 on 18th November, 2013 in Barisal

Opening session and Key Note Presentation:

Workshop was started by Recitation from Holy Quran. Then self introduction was conducted by the participants. Welcome speech was delivered by Dr. Sheikh A. Karim, Deputy Director, Divisional (Health) Barisal, Key note speaker; Dr. S.K. Roy had delivered presentation on history and objectives of BBF and BMS Act-2013. He also had delivered presentation on Present situation of BMS act violation. On his presentation, he had emphasized on the strength of the Law. He also discussed about the restriction on usage, Marketing, distribution, promotion and sale of BMS products. He had also briefly discussed about the penalty of BMS Act.

Open discussion:

Question-1:: If a mother is HIV infected or HBsAg positive, then will she be able to breastfeed her child? -Dr. Khaled mahmood, Medical Officer asked.

Answer: "If the HIV infected mother had received Anti Retroviral therapy then she will be able to breastfeed her child. There is no scientific evidence that if HBs Ag positive mother breastfed her child, the child will die or get affected."-Dr. Asim Kumar Shaha, Head of pediatrics department, Sher-e-Bangle Medical College answered.

Question-2: "This law is cognizable and nonbailable. What does the word means cognizable? - Dr. Asim Kumar Shaha, Head ped, Sher-e-Bangle Medical College asked."

Answer: "Cognizable means anyone can case file in Thana for violence of BMS Act." -Dr. S K Roy answered.

Question- 3: "If use, display, promotion of BMS is forbidden according to the law, then why BMS are imported." - Dr. Md. Fakrul Alam, Civil Surgeon, Pirojpur.

Answer: Dr. S K Roy: "Commerce ministry can take necessary steps to stop import of BMS products. He requested to stop using BMS products. If people stop using BMS products then demand and import of BMS products will be reduced in this country." -Dr. S K Roy answered.

Question 4: "What will be food for the baby if mother dies?" - Shifa Nusrat, Assistant Commissioner asked.

Answer, Dr. S K Roy: "If the mother is dead, then it is suggested to feed the baby by fostering mother or wet nurse. If there is no provision for that, according to IPA cow's milk will be fed to infant. The milk should be boiled properly and half diluted with water and some amount of sugar should be added with it. This is known as humanization of cow's milk. The baby should be fed milk along with cup and spoon instead of bottle." -Dr. S K Roy answered.

Recommendations by the participants of the workshop:

1. Health professional should work jointly with law enforcement agency to implement the law.
2. Health professional who will implement the law, who will give their security
3. Maternity leave should be ensured in every working.
4. Crèches should be established in each office.
5. LMC should be established in the public health.
6. Programs on breastfeeding should be telecasted on government and non government television channels.
7. Breastfeeding counseling to the mothers during antenatal check up.

Barisal Division 2nd Workshop:

Second divisional workshop was held on 19th November, 2014 in the conference room of Director Health (Barisal). The workshop was chaired by Dr. Abdul Wahab Hawlader (Director Health) Barisal. Dr. Kamrun Ahasan Salim, Director Sher-e-Bangla Medical College and Hospital was present as the Chief Guest. Babu Hari Prashad Pal, Divisional Director Family Planning and Mr. Shohidul Alom, Deputy commissioner Barisal and Dr. A T M Mizanur Rahman, Civil Surgeon, Barisal were present as special guest.

Dr. S K Roy, Chairperson BBF was the key note presenter in this workshop. He had presented the history of BBF, BMS act-2013 and violation of this law in different sector of health and social life. Welcome speech was given by Deputy Director (Health) - Dr. S. K. A Karim



Picture: Divisional Work shop on BMS act, on 19th November, 2014 in Barisal

Opening session and Key Note Presentation:

Workshop was started by recitation from Holy Quran. After the self introduction session welcome speech was delivered by Dr. Sheikh S K A. Karim, Deputy Director, Divisional (Health) Barisal, keynote speaker; Dr. S K Roy delivered presentation on history of BBF. He said that the goal of BBF is to significantly lower the morbidity and mortality of the children through protection, promotion & support of breastfeeding and optimal IYCF practices and ensure optimum maternal nutrition in Bangladesh. He also had delivered presentation on Present situation of BMS act violation. On his presentation, he had emphasized on the strength of the Law. He

also discussed about the restriction on usage, Marketing, distribution, promotion and sale of BMS products. He had also briefly discussed about the penalty of BMS Act, 2013. Then he showed the countrywide scenario of BMS act violation.

Open discussion:

Dr. Mizanur Rahman, UH&FPO (Bhola) said, “The BMS act, 2013 should be disseminated in every Division, District and Upazila. A topic on BMS act-2013 should be kept in upcoming World Breastfeeding Week observation so that everyone can discuss about BMS act-2013.”

Dr. MA Mannan , UH&FPO (Potuakhali) suggested, “When mother of every Upazila knows about Breastfeeding feeding, Complimentary feeding, hazards of BMS products, then use of BMS product will decrease gradually. Mothers should be supported encouraged for Breast Feeding.”

Dr. Md. Ekramul Khan, UH&FPO (Amtoli) made following recommendations:

1. If banning of the import of BMS product doesn't hamper our national economy in that case BMS production, registration and import of BMS can be banned.
2. Social movement should be created about to aware about this law.
3. Political and religious leader can play an important role for the promotion of this law.

Recommendation-Dr. Md. A Salam UH&FPO (Borguna) gave following suggestions:

1. BMS act-2013 should be promoted among mothers.
2. Advocacy meeting should be arranged by the health workers.
3. Decision should be taken about BMS act-2013 import in policy making level.
4. Some special cases (If mother dies, or a mother is ill or taking certain medicine) then Health workers can suggest BMS product.

Recommendation, Sayed Jalil, Senior Heath Education Officer (Barisal) said that Recruited CHCP who work in the periphery they reported to UH&FPO, and Civil Surgeon. If it is possible to provide them BF and CF related book, Leaflet, information CD in 64 districts than they can promotion of this law in rote label.

Recommendation, Dr. A T M Mizanur Rahman, Civil Surgeon Barisal said that Incentive should provide to related worker who work to field label to promote this law. If general mothers informed about the hazard of BMS product it will make them conscious and they stop to uses of BMS.

Prof. Dr. Sabbir Ahamed Khan, Principal Sher-E-Bangla Medical College and Hospital said that Everyone should be appreciated to implement this law in the right way.

Closing session:

Speech of Chief Guest: The chief guest Dr. Kamrul Hasan Selim, Director of Sher-E-Bangla Medical College and Hospital appreciated the organizer for holding such a important workshop. He made following recommendations:

1. Though import of BMS product have never stopped but if use of it decrease than import of it will be decline gradually.
2. BMS representative's promotional visit toward nurses or doctors should be stopped.
3. BMS product importer import permission should stop by the commerce ministry.
4. BMS act-2013's discussion should increase to improve consciousness about BMS act-2013 in root level.
5. If opinion can be taken from doctors, nurses, health worker and reported it to Director Heath, Director Hospital than it will help to established the BMS act-2013.
6. BMS act-2013 should be disseminated to the mothers.
7. During the period of natural digester breast milk and should be given the baby and mother' nutrition should be ensured.
8. For confirm punishment or legal action magistrate should be given the magistracy power.

He committed to cooperate with BBF to implement this law in every spare.

Speech delivered by the special guest Hari Prasad Paul, Divisional Director Family Planning, Barisal:

1. General mothers and care giver of baby should be appreciate and aware about BF.
2. Mother should be giving physical and mental support should be given to the mothers as they can breast fed her baby.

3. TBA or Attendant should given proper training so they can proper counsel properly to the mothers, husbands and care giver about Breast Feeding, Complimentary Feeding and hazards of BMS product.
4. To Mothers counseling should be done in the Anti Natal Care period.
5. Health education workshop held in every FWC of every month and SACMO also goes every school for giving health education here can include Breast Feeding, Complimentary Feeding and hazard of BMS product.
6. Health care related subject and especially Breast Feeding, Complimentary Feeding should be included in primary and secondary education curriculum so that student from their beginning life can properly motivated about this subject and it become fruitful in future. There should be subject for maternal and child care.
7. Documentary video about BF, CF and hazard of BMS product should give the DDFP so that he can promote this Barisal Division.
8. Mothers should be aware that exclusive breastfeeding during natural birth sparing for six months for that birth control can be possible.

He had requested to all that everyone should work for implementation this law in their periphery after this workshop.

Speech delivered by the special guest Dr. SK. A Karim Assistant Director (Heath), Barisal: He thanked to all the participants who responded the meeting and declared the closing of the workshop with the hope of the implementation of this law.

Outcome of the Workshops:

Chief Guest Dr. Kamrul Ahasan Salim, Director Sher-E-Bangla Medical College and Hospital had committed to cooperate BBF to implement this law in every spare.

Commitments of Barisal

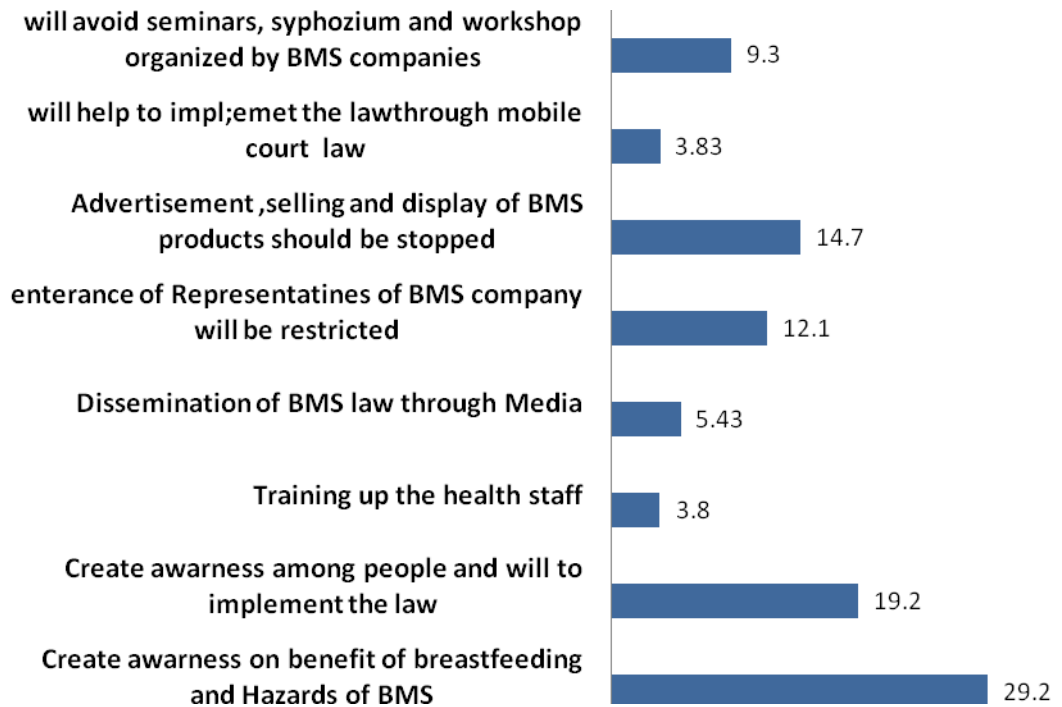


Figure 4: Participant’s commitment to implement the BMS Act, 2013 in Barisal

Dissemination workshops in Rangpur Division:

Two Divisional workshops were held Rangpur Division on BMS act, 2013 from 3-4th December, 2014.

Rangpur Division : 1st Workshop:

First divisional workshop was held on 3rd December, 2014 in the conference room of civil surgeon's office Rangpur . The program was started by recitation from the Holy Quran .Then self introduction session was conducted.

Dr. Md. Shawkat Ali, Director (Health) was the chairperson of the workshop. Md. Dilwar Bakht, Divisional Commissioner, Rangpur was the chief guest. Special Guests were Dr. Md. Shafique Haque , Deputy Director, Family planning, Rangpur, Dr. Abdul Quader Chowdhury, Director, Rangpur Medical College and Hospital, Prof. Dr. Md. Zakir Hossain, Principal of Rangpur Medical College, A K M Fazlul Haque, President, Rangpur press club, Dr. Md. Delwar Hossain, President, Bangladesh Medical Association, Mr. Mustaque Habib, Deputy Director , Secondary School Education, Rangpur. Keynote presenter was Dr. S K Roy, Chairperson, Bangladesh Breastfeeding Foundation. He had delivered presentation on history of BBF, BMS act, 2013 and the violation of BMS act.



Picture: Dignitaries and participants in Divisional workshop at Rangpur

Opening session and Key note presentation:

Welcome speech was delivered by Dr. Md. Abdus Sobhan, Deputy Civil Surgeon, Rangpur. He said that “to regulate unethical promotion of BMS a new law has been published on 22th September, 2013. To implement the new law everyone should be aware about it. Today we can learn the clauses of the law and how it can be implemented. “

After that everyone gave self introduction. The main program was started with the presentation of Dr. S K Roy. During the presentation on the history and goal of BBF he said that BBF has launched in 1989. The single goal is to significantly lower the morbidity and mortality of children through protection, promotion & support of breastfeeding and optimal IYCF practices and ensure optimum maternal nutrition in Bangladesh. He described all the clauses of BMS act 2013. He mentioned that no person can publish any advertisement of any breastmilk substitutes, infant food and commercially manufactured complementary food or ant accessories thereof. To promote these designated products no person can offer or give any gift, discount coupon or free products. He mentioned that if anyone contravenes any provision of this act he/she shall be punished with imprisonment which may extent to maximum three years or with fine which may extent to maximum BDT 500000 (five lacs) or with both. If a child becomes sick or died for consuming BMS product then the following Breast milk substitute company shall be punished with imprisonment which may extent to maximum ten years or with fine which may extent to maximum BDT 50,00000 (fifty lacs) or with both. If this offence is repeated for the second time then he/she shall be punished for two times more than previous punishment.

After that he described the violations of BMS companies in hospitals, private chamber and in shops

Closing session:

Speech by the Special Guests:

Dr. Md. Shafique Haque, Deputy Director & Family Planning, Rangpur: Breastfeeding and homemade complimentary feeding can prevent child malnutrition and mortality. Awareness on Breastfeeding should be developed among people.

Dr. Abdul Quader Chowdhury, Director, Rangpur Medical College & Hospital: this law should be practiced again and again. Main obstacle for implementing the law should be find and solved. Then we will be able to implement this law. Awareness should be developed among people about BMS act-2013.

Prof. Dr. Md. Zakir Hossain, Principal Rangpur Medical College: Breastfeeding should be promoted and BMS act, 2013 should be implemented.

Speech by the Chief Guests:

Divisional commissioner committed to cooperate to implement of BMS act, 2013. He also committed to give instruction to the Deputy Commissioners to implement BMS act in other districts of Rangpur. He recommends clarifying the definitions of different violations of BMS act. He said that authorization should be given to law enforcement people of Division, district and upazila level. Institute of Public Health Nutrition should recruit their representatives in each districts of the country so that they can manage and take legal actions against BMS act violation. BMS company representatives should be motivated for not promoting BMS products. BMS act should be clarified and disseminated to them.

Dr. Md. Shawkat Ali, Director (Health): He had given instruction to all Civil Surgeons to conduct a monthly meeting on BMS act with all level of health workers. He also committed to coordinate for implementation of BMS act.

Rangpur Division : 2nd Workshop:

Second Divisional Workshop was held in the in the conference room of civil surgeon's office, Rangpur on 4th December. Dr. Md. Mozammel Haque, Assistant Director (Health) was the chairperson of the workshop. The Chief Guest was Mr. Narayan Chandra Barma, Additional Divisional Commissioner, Rangpur. Dr. Md. Shafique Haque , Deputy Director, Family planning, Rangpur, Md. Abdullah-Al-Faruq , Additional Police Super, Md. Wadud Ali, Secretary, Rangpur Press club, Dr. Mozammel Hossain, Civil Surgeon, Rangpur, Dr. MA Mazid, Deputy Civil Surgeon, Civil Surgeon office Rangpur, were the special guests.

Key note presentation had been delivered by Dr. SK Roy, Chairperson, Bangladesh Breastfeeding Foundation. He had delivered presentation on History of BBF, BMS Act-2013, and BMS Act violation.

Open Discussion:

Question-1: Dr. Md. Abul Kashem, UH&FPO, Panchagarh: as BMS act have been passed to control marketing by the Government, why BMS products are imported in this country?

Answer: Dr. S K Roy: Importing of BMS products has been reduced nowadays. Commerce ministry can take necessary steps to stop import of BMS products. He requested to stop using BMS products. If people stop using BMS products then demand and import of BMS products will be reduced in this country.

Question -2: Md. Mahbubur Rahman, District Sanitary Inspector: Who will be the authorized person to implement BMS act?

Answer: Dr. S K Roy: This law is cognizable that means any one can file case against violation of law. In the rules, authorized persons for implementing BMS act have been clarified.

Question-3: Dr. Md. Ruhul Amin, Medical Officer, Civil Surgeon Office: After birth if mother had insufficient mother's milk then what will be the solution?

Answer: Dr. S K Roy: Mother should wait and try to breastfeed the infant instead of introducing bottle feeding. Pre-lacteal feeding should be discouraged. Counseling should be done to the mother during antenatal care period to take care of her breast, cleaning nipple etc. Counseling should be also done for correct position and

attachment for breastfeeding. Both physical and mental support should be provided to mother. It should be ensured that mother can take additional amount of food .if the mother dies or under under restricted medical condition when unable to breastfed then diluted cow's milk can be introduced.

Question-4: From 6 months complimentary feeding starts, can we use cow's milk during preparation of porridge or other dairy foods? Dr. Afroza Begum, UH&FPO, Pirganj asked

Answer: Yes, we can use cow's milk during preparation of porridge or in any dairy products. -Dr. S K Roy answered.

Question-5: Md. Humayan Kabir, Senior Information officer, Rangpur: In complimentary feeding we feed vegetables of fruits to the child. But now various Chemicals were used for preserving fruits and vegetables. How will we prepare food and feed the child in that case?

Answer: Dr. S K Roy: Fruits and vegetables should be soaked into cold water for at least 2hours before cooking.



Closing Session:

Deputy Civil Surgeon, Rangpur said that BMS act should be disseminated to division district and in upazila level. More workshops, Workshops on BMS Act should be conducted among mothers. District Sanitary Inspector: BMS usage should be discouraged to save life of children. Besides that BMS display, promotion, sale, distribution should be restricted. Therefore, implementation of BMS act is very necessary. Representatives of the BMS manufacturing company should be motivated for not promoting BMS products. To assess the quality of BMS products sampling should be done from three stages i.e. manufacturer, laboratory and BBF. Religious leaders and Political leaders should be involved to disseminate BMS act.

Speech from the Chief Guest:

Mr. Narayan Chandra Barma, Additional Divisional Commissioner, Rangpur said that BMS act should be disseminated in every level of the country. BMS act should be implemented as sooner as possible. Mass awareness should be developed among the people to stop the violation of law. Rule of the BMS Act, 2013 should be finalized sooner for clarification of BMS act. Breastfeeding is the right of a child. To improve IYCF situation of the country promotion, protection and support of breastfeeding is very important. Breastfeeding is a weapon for preventing child malnutrition and mortality. Government and NO-government efforts needed to aware people about benefits of breastfeeding, homemade complimentary feeding and hazards of BMS. He had committed to cooperate for the implementation of BMS act.

Divisional Director (Health): He gave thanks to BBF for BMS act dissemination in Division level. BMS act should be implemented to prevent BMS act violation. Child mortality can be reduced by implementation of the law. Besides that awareness should be developed among people about breastfeeding. Media people should be included to disseminate BMS act and for promotion of breastfeeding. He requested to health and administration sectors for working together to implement BMS act. He thanked all guests and participants and declared closing the workshop.

Commitments in Rangpur

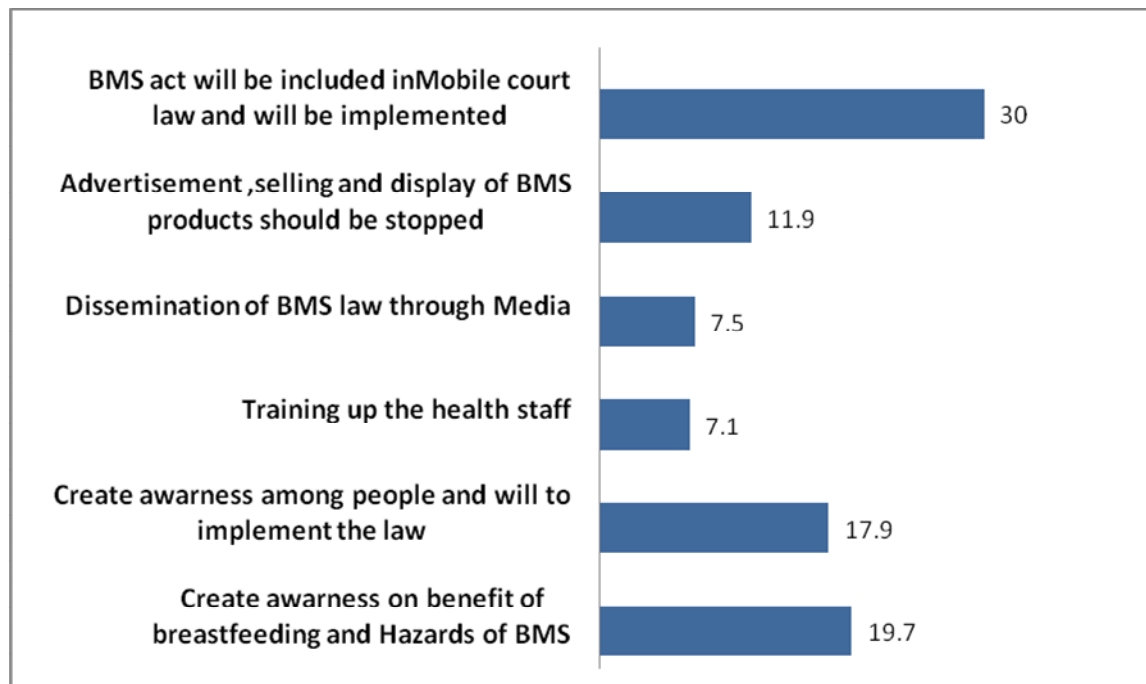


Figure 5: Participant's commitment to implement the BMS Act, 2013 in Rangpur

Recommendations:

Six month maternity leave should be ensured for every working mother. There should be provision for Breastfeeding corner in working place, shopping mall and other public places.

1. There should be provision for Day care center/crèche in every office, hospitals.
2. Rule should be finalized as earlier as possible.
3. BMS act should be included in Mobile court law, 2009.
4. More Workshops and workshps should be arranged in division, district and upazila level.
5. BMS Act should be included in the Mobile court law-2009.
6. BMS Act should be included in judicial module and should be disseminated to the lawyers and magistrates.

Divisional workshop in Sylhet Division:

Sylhet Division : 1st Workshop:

First Divisional workshop was held on 23th December, 2014 in the conference room of Director Family planning Office, Divisional multistoried Building, Alampur, Sylhet. Md. Al- Amin , Additional Divisional Commissioner of Sylhet Division was the chief guest . Dr. A.T.M.A Roqib Chowdhury, Divisional Director (Health) was the chairperson of the workshop. Special Guests of the workshop were Md. Kutub Uddin, Director Family planning, Mr. Sujnan Chakma, Additional Police Super, Dr. Md. Azharul Islam, Civil Surgeon, Sylhet Division.

The workshop was chaired by, Divisional Director (Health) of Sylhet. Dr. S. K. Roy, senior scientist and the Chairperson of BBF was present as the keynote speaker. All Civil surgeons of the districts under Sylhet division, journalist, photographers, representatives of local NGO, superintendents, head of the Pediatrics and Gynecology Department of the medical colleges were participated in the workshop.



Picture: Divisional workshop on BMS act 2013 in 23rd December, in the conference room of divisional director, Family planning office.

Opening session and Key note presentation:

Welcome speech was delivered by Dr. Md. Azharul Islam, Civil Surgeon, Sylhet Division. . He said that child mortality rate can be reduced by breastfeeding. Breast milk contains immunoglobulin and macrophages which provides immunity and protects child from diseases. Information on breastfeeding should be disseminated

through media. Breastfeeding corner should be established in every working and public places.

Dr. S. K. Roy delivered a presentation on the history and goal of BBF. He described all the clauses of BMS act, 2013. He had also delivered a presentation on the violation of BMS Act, 2013. He said that some BMS companies are displaying in the shops by hiring shelf which is named as Nutrition Hygiene Corner. BMS companies are paying 600-700 tk per month to the shopkeepers for displaying their products. On the other hand Representatives of some BMS companies are influencing Doctors, Nurses and Health workers to suggest BMS. After key note presentation there was open discussion session.

Open Discussion:

MWA, Sylhet: If Islamic organization publishes slogan, leaflet on breastfeeding, in that case there will be any objection or not.

Nishit Nondi, Civil Surgeon, Sunamganj: In Sunamganj district all new doctors, UH&FPO are working for promotion of breast feeding. He had requested to conduct more workshops and Workshops in division, districts and upazila levels on breastfeeding.

Dr. Md. Nowshad Bhuiyan, Civil Surgeon, Habiganj :

After birth of child early initiation of breastfeeding (EIB) should be ensured. In addition exclusive breastfeeding and homemade complimentary feeding should be ensured. He said in that breastfeeding, BMS act and complimentary feeding issues were discussed in monthly meeting in every Upazila Health Complex. He recommended including breastfeeding, BMS act and complimentary feeding issues as agenda in district and upazila parishod meetings.

Dr. Md. Azharul Islam, Civil Surgeon, Sylhet made following recommendations:

1. Every hospital should be included under BFHI activities.
2. Health Education Bureau is working on maternal and child nutrition along with Breastfeeding, Complimentary feeding in Sylhet.
3. Breastfeeding corners should be established in every working place, hospitals and in public places.

4. Mothers should be counseled on benefits of breastfeeding, position and attachment for breastfeeding during Antenatal care Period.
5. Health professionals (Doctors, nurses, CHCP, FWA and FWV) should be trained.

Mr. Sujon Banik, Senior Health Education Officer, CS office Sylhet :

He said that if breastfeeding, BMS act and complimentary feeding issues were included in monthly meeting for CHCP in Support groups then implement of BMS act will be effective.

Mohammad Serajul Islam, Secretary Press Club Sylhet:

1. BMS act should be disseminated through media.
2. Workshops and workshops on BMS act should be conducted with the journalist.
3. Government should take initiatives for promotion of breastfeeding through media.

Mostafizur Rahman, Executive Magistrate, DC Office: BMS act implementing will be possible after it is included in Mobile Court act-2009. Magistrates should be denoted then they will co operate doctors to implement BMS act.

Dr. S. K Roy:

1. He requested the civil surgeons of the Sylhet Division to inform him the numbers of Hospitals that not have been included under BFHI activities.
2. He said that Intern doctors and CHCP will get BFHI training.
3. PPT on breastfeeding complimentary feeding and BMS act will be sent into different hospitals and Upazila Health Complexes and Community Clinics.
4. He requested Health and Law enforcement people for implementing BMS act.
5. He committed to conduct workshops and Workshops with the journalists when fund available

Speech of Chief Guest: Md. Al- Amin , Additional Divisional Commissioner of Sylhet:

Awareness should be developed among people about the BMS act, 2013. The act should be included in Mobile court act-2009 as soon as possible.

Closing Session :

Dr. A T M A Roqib Chowdury, Director, Divisional Health Office committed to co-operate with BBF for implementing BMS act.

Outcomes:

1. Md. Al- Amin , Additional Divisional Commissioner had given instruction to all health professionals and law enforcement people for implementing BMS act-2013.
2. He had also committed to co-operate BBF for implementing BMS act.

Sylhet Division, 2nd Workshop:

Second Divisional workshop of dissemination of BMS act was held on 24th December 2014 in the conference room of Director Family planning Office, Divisional multistoried Building, Alampur, Sylhet. Chief Guest was Sajjadul Hasan Divisional Commissioner, Sylhet.

Dr. A.T.M.A Roqib Chowdhury was the chairperson of the workshop. Special Guests of the workshop were Md. Kutub Uddin, Director Family planning, Mr. Sujnan Chakma, Additional Police Super, Md. Shahidul Islam, Deputy commissioner, Md. Rezaul Karim , Director, Women's Medical College and Hospital.

The workshop started by recitation from the Holy Quran. Then there was self introduction session. Welcome speech was delivered by Dr. S K Roy, Chairperson Bangladesh Breastfeeding Foundation.



Picture: Divisional workshop on BMS act-2013 on 24th December, 2014 in conference room, Director Family Planning Office.

Dr. S K Roy, Chairperson Bangladesh Breastfeeding Foundation was the key note speaker. He delivered presentation on history of BBF, BMS Act -2013, Violations of BMS Act, 2013. After key note session there was an open discussion session.

Open Discussion:

Mohammad Zahidul Islam Mia, Upazila Nirbahi Officer (UNO) Kamalganj said that “Breast milk is the only ideal food the infant. Protection, promotion and support of breastfeeding are very important. Both physical and mental support should be provided to the mother so that the child can get sufficient amount of breast milk.”

Mr. Ashrafur Rahman, Upazila Nirbahi Officer (UNO) Balagonj said that “BMS products should have registrations. Promotion, Sale, distribution, use and import of BMS products should be stopped. So implementation of BMS act is very important. He had requested Divisional commissioner to take steps for implementing BMS act in Sylhet.”

Mohammed Shihab Uddin, Representative of Upazila Chairman Beanibazar said that, “Mothers of urban area are using more BMS products than the mothers of rural area. Therefore, it is very important to motivate the urban mothers for not using BMS products. Urban mothers should be aware about benefits of breast feeding and hazards of BMS products.”

Dr. Debashish Debnath, UH&FPO, Madhavpur said that, Breastfeeding motivational activity should be provided among mothers. 100% exclusive breastfeeding should be ensured. He said that he had done some motivational activities among mothers with the cooperation of Government and Non government organization. Mothers should be counseled about foremilk and hind milk. It is to be ensured that mothers must feed hind milk to baby.

Dr. Rokshana Pervin, Medical Officer, Upazila Health Complex, Sreemongol said that he prescribes BMS only in special case like as when mother is dead. He doesn't prescribe BMS in case of insufficient breast milk. He said that he always works for promotion of breastfeeding.

Mohammad Fazlur Rahman IS, Secondary and HSC Education: Mothers should be aware about Breastfeeding and Exclusive breastfeeding. On the other hand teachers should be aware about breastfeeding, complimentary feeding. BMS Act should be disseminated to every division, District and Upazila level.

Dr. MA Malek, Head of ped. Sylhet Osmani Medical College: BFHI training should be provided to the new doctors of Sylhet Osmani Medical College. He recommended counseling of mothers during Antenatal Care Period. He said the promotion of BMS product is strictly restricted in Sylhet Osmani Medical College. He had requested Divisional Commissioner to take steps for implementing BMS act.

Sujata Sarker, Nutritionist, Oasis Hospital said that government posts for nutritionist should be created.

Dewan Zainul Zakerin, Upazila Chairman, Sunamganj said that, "Awareness on benefits of breastfeeding should be created among the mass people. As a representative of people he had committed to conduct promotional activities on breastfeeding."

Mizanur Rahman, Upazila Chairman, Moulovibazar said that BMS products usage, sell and promotion should be banned. Besides that BMS act should be implemented to aware people. Health professionals, political and religious leaders should be involved for promotion of BMS act. This law should be disseminated in every division, districts and upazila level. This law should be included in Mobile court-2009.

Dr. S K Roy, Chairperson BBF said that the rule of BMS act will be finalized sooner after inter-ministerial meeting. Then BMS act will be included in Mobile court Act-2009. Different workshops and Workshops will be conducted in Division, District and Upazila levels in future. We hope to start BFHI training in different Hospitals within next month.

Speeches from the special Guest:

Md. Shahidul Islam, Deputy Commissioner said that Mother's milk is best for the infant. Therefore awareness should be developed among people on Breastfeeding. BMS products were used previously. But nowadays BMS are not used. Civil surgeons, UH&FPO and all health workers should be involved to aware people for implement the law.

Commitment:

He had committed to appoint magistrates to implement BMS act after the law will be included under mobile court law-2009. He also had committed to provide all kind of cooperation for implementing BMS act-2013.

Professor Md. Rezaul Karim, Principal, Women's Medical College made following recommendations:

1. Awareness among people about breastfeeding and complimentary feeding should be developed.
2. BMS act should be disseminated among people in order to establish and implement the law.
3. Breastfeeding corner should be established in every working place.
4. Every hospital should be included in the BFHI activities.

Md. Kutub Uddin, Divisional Director, Family Planning said that training on position & attachment of breastfeeding should be conducted among health professionals.

Speech by the Chief Guest, Sajjadul Hasan, Divisional Commissioner, Sylhet:

1. BMS act can be implemented when it will be included in Mobile court act-2009.
2. He had requested the Health professionals for promoting Breastfeeding and to reject BMS.
3. Health professionals should organize dissemination Workshops on BMS act with the media people. This initiative will be effective for implementing BMS act.
4. Establishment of Breastfeeding corner and Day care center should be done in every organization.
5. BMS act should be disseminated in division, districts and upazila level.

Closing Session:

Dr. A. T. M. A Raquib Chowdhury, Director, Divisional Health Office. He committed to work for promotion and implementation for BMS act.

Commitment in Sylhet:

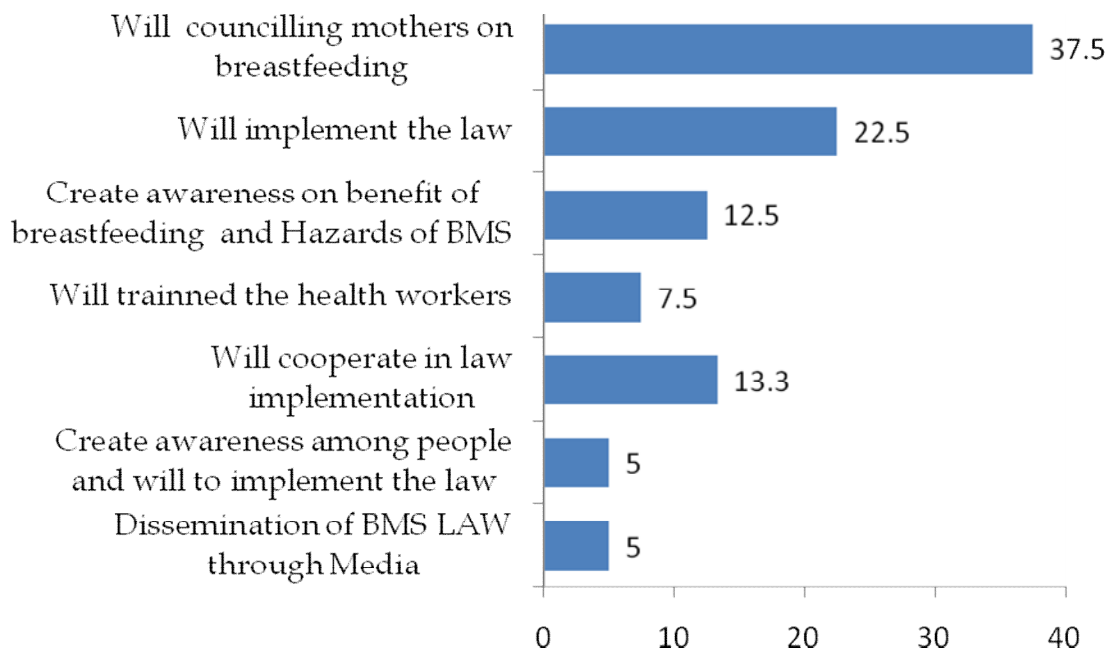


Figure 6: Participant's commitment to implement the BMS Act, 2013 in Sylhet

Disseminations Workshop on BMS Act-2013 Dhaka:

Divisional Workshop on BMS act 2013 was held on 28th January, 2015 at MIS Auditorium, MIS building, DGHS, Dhaka. Professor Dr. Deen Mohammad. Noorul Huq, Director General, DGHS, was the Chief Guest. Professor M.Q.K Talukder, Advisor BBF and Chairperson CWCH, Dr. Md. Firoj Miah, Consultant (M&E) RCHCIB, Community Clinic Project Dr. Md Sharif, Director, MCH, Directorate General of Family Planning, Bangladesh was present as special guest. The Workshop was chaired by Dr. Md. Shah Nawaz, Additional Director (Admin), Directorate General of Health Services and Director IPHN, Line Director (NNS).

Dr. S. K. Roy, senior scientist and the Chairperson of BBF was present as the keynote speaker. UH&FPOS of the districts under Dhaka division, journalist, photographers, representatives of local NGO, Directors, principals, heads of the Department of Pediatrics and Gynecology department of the medical colleges participated in the Workshop.



Opening session and Key note presentation:

Welcome speech was delivered by Dr. Moudud Hossain, Program Manager, National Nutrition Services, and Institute of Public Health Nutrition. He said that BMS act, 2013 is one of the best acts in the world. BMS act should be disseminated in all over the country. On the other hand this act should also be implemented. Breastfeeding should be promoted, protected and supported.

Dr. S K Roy delivered a presentation on BMS Act, 2013. In the presentation he said that honorable Prime Minister Sheikh Hasina declared to take necessary steps for improving the BMS code into international standard. MOH&FW collaboration with IPHN, BBF and civil societies took steps to make a stronger law to regulate marketing of BMS. Finally, Act was gazetted on 22th September, 2014. He described all the clauses of BMS act, 2013. He mentioned that no person can publish any advertisement of any breastmilk substitutes, infant food and commercially manufactured complementary food or any accessories thereof. To promote these designated products no person can offer or give any gift, discount coupon or free products. He mentioned that if anyone contravenes any provision of this act he/she shall be punished with imprisonment which may extend to maximum of three years or with fine which may extend to maximum BDT 5,00,000 (five lacs) or with both. If a child becomes sick or died for consuming BMS product then the following Breast milk substitute company shall be punished with imprisonment which may extend to maximum ten years or with fine which may extend to maximum BDT 50,00,000 (fifty lacs) or with both. If this offence is repeated for the second time then he/she shall be punished for two times more than previous punishment.

Ms. Khushid Jahan, Director (Admin, ERID and Finance) BBF, delivered a presentation on the violation of BMS Act 2013. She had given brief description on present situation on violation of BMS act in the shops, doctor's private chambers, government hospitals and clinics. She said that Nestle Bangladesh, FASSKA, Abul Khayer Consumer Products Limited, Jess International gave money for displaying products in the shop. BMS companies offered gifts (Pen, Pad, calendars, Cosmetics, cookeries .etc) to the doctors, nurse and health workers to suggest their products. A code monitoring project result, showed that Manufacturer s increased visiting and give gifts and incentives on 128 spots.

Open discussion:

Question 1: BMS products advertisements through media are influencing people to buy the BMS products in that case. What kind of step should be taken? -Dr. Mahmudul Haque, Junior Consultant, Rajbari asked.

Answer: Dr. S K Roy: If BMS manufacturing companies violate BMS act they will be punished for that according to the rules of the law.

Question 2: Who will be authorized person for monitoring Godown of BMS products?

- Dr. Md. Shafiqul Islam, UH&FPO, Narsinghdi asked.

Answer: It has been clearly mentioned in the rules of BMS act that Director IPHN has the power to enquire the godown of BMS products. But the Director can authorize Civil Surgeon, UH&FPO and Magistrate to enquire the godown of BMS products.

- Dr. Moudud Hossain, Program Manager, IPHN replied.

Question 3: What will be food for the infant if the infant suffers from Lactose intolerance? - Dr. Salahuddin, Dhaka Shishu Hospital, asked.

Answer: In case of lactose intolerance, breastfeeding should be continued. BMS products should not be suggested in case of severe lactose intolerance, half diluted cow's milk can be suggested to feed the infant.- Prof. Soofia Khatoon, responded.



Picture: Participants of the dissemination seminar of BMS Act, 2013

Question-4: What will be food for the infant if the infant suffers from persistent Diarrhea? -Dr. Rafiqul Islam, UH&FPO, Tangail asked

Answer: In case of persistent diarrhea milk free rice based diet is introduced to the infant. Chicken based diet are also suggested to the infant. -Dr. S K Roy replied.

Question-5: What is the dietary guideline for the infant with severe acute malnutrition? - Syeda Dr. Afroza Begom , Head, Pediatrics Department, Shaheed Suhrawardy Medical College and Hospital.

Answer: There is guideline for the treatment of child with severe acute malnutrition. Regular weight recording should be monitored. Infection should be controlled. IPA recommends to feed half diluted cow's milk if no breastmilk is available. Energy dense home made food should be introduced to the child with frequent feeding- Prof. MQK Talukder replied.

Closing session:

Speech by the Chief Guest Prof. Dr. Deen Mohammad Noorul Huq, Director General, DGHS: Breastfeeding is a right to every child. Breastfeeding should be protected, promoted and supported. Awareness should be developed on Breast Milk Substitute act. Especially law should be disseminated amount this law. On the other hand the laps and gaps in the BMS act should be identified and should be corrected. Rules of BMS act should be finalized as early as possible. There should be a proper guideline for feeding the child if the mother dies, sick or taking certain medicines. Breastfeeding is devine. Counseling should be done to the pregnant mothers during Antenatal Care period. Mothers should be counseled about correct position and attachment of breastfeeding. On the hand causes for difficulties on breastfeeding should be solved. Appropriate complimentary feeding should be given to the child. He committed to cooperate to implement BMS act-2013.

Speech of special guests:

Dr. S K Roy said that BMS act will be disseminated in every district and upazila of the country in the future upon availability of funding. BMS act advocacy and monitoring activities are ongoing now. DGHS had already involved all health professionals for dissemination of BMS act in the country. BMS act will be disseminated through the news papers and TV channels after availability of fund. Legal Notice has been sent to some BMS manufacturing companies and to the hospitals.

Dr. Md Sharif, Director, MCH, Directorate General of Family Planning, Bangladesh said that mass awareness is needed to aware people about the BMS act-2013. He requested to the UH&FPO of Dhaka to take necessary steps to implement BMS act. He committed to involve the field workers of DGFP for dissemination of BMS act in the countrywide. To implement the law BMS act monitoring and supervision activities should be strengthened. He suggested disseminating the BMS act among the media personnel. On Behalf of Directorate General Family Planning he committed to co-operate BBF to implement the BMS act, 2013 in the country.

Dr. Md. Firoj Miah, Consultant (M&E) RCHCIB, Community Clinic said BMS act should be disseminated and implemented. 1,13000 health workers are existing in outreach clinics . They should be involved in monitoring the violation of BMS act. Attention should be given on working women especially in the garments sector so that they can breastfeed their child during working hour. Breastfeeding corner should be established in every working place. Awareness should be created among the mass people about the physical and economical hazards of using BMS. He requested to the UH&FPO for proper implementation and development of awareness on BMS act.

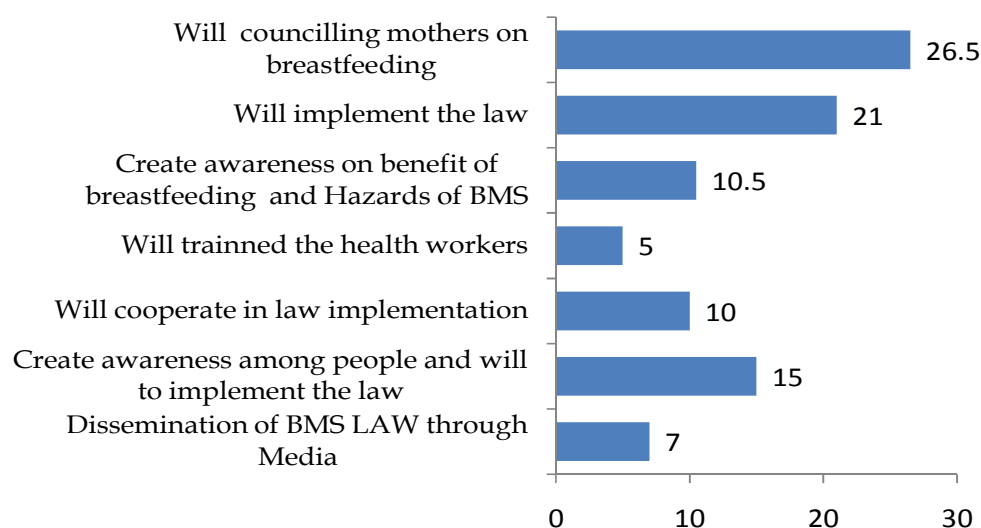
Speech of the chairperson:

Dr. Md. Shah Nawaz, Additional Director (Admin), Directorate General of Health Services and Director IPHN, Line Director (NNS) said BMS act had been passed in the parliament on 22nd September, 2013. Rules of BMS act will be finalized in the inter-ministerial meeting soon .Some BMS manufacturing companies are creating obstacles to finalize the rule. Government of Bangladesh will overcome the obstacle. Violation of BMS act, 2013 should be monitored and supervised by the Program Manager of IPHN. BMS act should be disseminated and mass awareness should be created among the people.

Vote of thanks:

Vote of thanks was delivered by Prof. Soofia Khatoun, secretary, BBF. She thanked to the Chief and Special Guests and all the participants present in the Workshop. She said that to control unethical promotion of BMS, motivation is very important. Each health professional should be motivated to save our children from the hazardous effects of BMS. We should work for creating awareness among the mothers about benefits of breastfeeding and hazards of using BMS.

Commitment in Dhaka Divisional Workshop:



Recommendations:

1. BMS act implementation should be disseminated through media.
2. To stop violation of BMS act, Director IPHN should take necessary steps.
3. Health professionals can play aggressive role to stop promotion of BMS products.
4. It is urgent to finalize the rules of BMS act. In order to implement BMS act awareness should be developed in every family.
5. Awareness should be developed on benefits of breastfeeding and hazards of using BMS products.
6. Posters, leaflets and flipcharts based on information of BMS act, 2013 should be supplied to every physician's chamber.
7. BMS act Monitoring and supervision activities should be strengthened.

ANNEXURE: 1

Implementation of Breast milk Substitute Act-2013

Commitment Sheet

Date:28 th December

Program: Divisional Workshop on dissemination of BMS ACT

2013

Venue: MIS auditorium, MIS Building, DGHS, Mohakhali ,Dhaka

Name of the participant:

Designation:

Organization/ Address:

.....

Telephone/ mobile:

Email:

(A) What will be your role for implementing BreastMilk Substitute act?

(1)

(2)

(3)

(B) As a responsible person what will be your role to implement BMS act inyourfamily/relatives/friends/office?

(1)

(2)

(3)

(C) As a responsible person how will you help to stop the BMS act-2013 violation occurred by media ?

(1)

(2)

(3)

(D) What will be your role for refusal of the BMS product / use of BMS product from the pregnant women, lactating mother, mother of under five who admitted in the health centre, hospital ?

(1)

(2)

(3)

(E) How will you can help to give up the BMS Company's arranges different kind of Workshop, conference, symposium, and training.

(1)

(2)

(3)

(F) What is your suggestion to implemented the BMS law.

(1)

(2)

(3)

(4)

(5)

Signature:

Date: